

Brazil – Goiania

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The Brazil – Goiania GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components Brazil could include in a comprehensive tobacco control program.

The Brazil – Goiania GYTS was a school- based survey of students in 7ª série, 8ª série, and 1ª série, conducted in 2002.

A two-stage cluster sample design was used to produce representative data for all of Goiania. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 88%, the student response rate was 82.1%, and the overall response rate was 72.3%. A total of 1338 students participated in the Brazil – Goiania GYTS.

Prevalence

47.2% of students had ever smoked cigarettes (Boys = 48.2%, Girls = 46.5%)
 19.3% currently use any tobacco product (Boys = 21.8%, Girls = 17.5%)
 14.6% currently smoke cigarettes (Boys = 16.0%, Girls = 13.5%)
 6.6% currently use other tobacco products (Boys = 8.2%, Girls = 5.3%)
 12.5% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

14.0% think boys and 10.4% think girls who smoke have more friends
 4.8% think boys and 4.4% think girls who smoke look more attractive

Access and Availability - Current Smokers

23.2% usually smoke at home
 55.8% buy cigarettes in a store
 90.3% who bought cigarettes in a store were NOT refused purchase because of their age

Environmental Tobacco Smoke

37.2% live in homes where others smoke in their presence
 56.6% are around others who smoke in places outside their home
 86.1% think smoking should be banned from public places
 79.0% think smoke from others is harmful to them
 35.3% have one or more parents who smoke
 10.1% have most or all friends who smoke

Cessation - Current Smokers

69.9% want to stop smoking
 64.1% tried to stop smoking during the past year
 75.7% have ever received help to stop smoking

Media and Advertising

90.4% saw anti-smoking media messages, in the past 30 days
 81.7% saw pro-cigarette ads on billboards, in the past 30 days
 62.9% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
 6.6% have an object with a cigarette brand logo
 9.0% were offered free cigarettes by a tobacco company representative

School

54.4% had been taught in class, during the past year, about the dangers of smoking
 30.0% had discussed in class, during the past year, reasons why people their age smoke
 46.6% had been taught in class, during the past year, the effects of tobacco use

Highlights

- 19% of students currently use any form of tobacco; 15% currently smoke cigarettes; 7% currently use some other form of tobacco.
- ETS exposure is high – approximately 4 in 10 students live in homes where others smoke in their presence; 6 in 10 are exposed to smoke in public places; 3 in 10 have parents who smoke.
- Approximately 8 out of 10 students think smoke from others is harmful to them.
- Over 8 in 10 students think smoking in public places should be banned.
- Approximately 7 in 10 smokers want to stop smoking.
- 9 in 10 students saw anti-smoking media messages in the past 30 days; 8 in 10 students saw pro-cigarette ads on billboards in the past 30 days.